

MEDIA KIT 2023



LZ MEDIEN Topics & Deadlines 2023

Information on dates is subject to change. The most up-to-date information is available at: www.lzmedia.net/topics-and-deadlines

LZ	PD*	CD*	Ranges/Markets	RegionalReports	Feature Topics and Trade Fair Themes	Trade Fair and Exhibition Dates	
LZ DIREKT 1 23	02.01.	08.12.	Frozen Food Convenience To go Flowers & Plants Confectionery		Special Süßer Stern		
	1	06.01.	20.12.				
	2	13.01.	03.01.			Focus Internationale Grüne Woche CD: 25.11.2022	
	3	20.01.	10.01.	Fresh & Plant-Based (Vegan & Vegetarian) Pre-Run to Fruit Logistica			Internationale Grüne Woche Berlin 20.01.–29.01. Marca Bologna 18.01.–19.01.
	4	27.01.	12.01.	LZ Special Newsletter Nonfood I			
		27.01.	17.01.	Confectionery I		Focus Nonfood CD: 03.01.	
		30.01.	02.01.	LZ direkt Whitepaper Fruits & Vegetables			
LZ DIREKT 2 23	01.02.	10.01.	Confectionery Bio & Regional Sustainability Health & Fitness		Special Fruits & Vegetables Special Retail Technology, Store Design (Gastronomy, Shopfitting, Lighting, Cooling technology)		
	5	03.02.	24.01.			Spielwarenmesse Nuremberg 01.02.–05.02. Christmasworld Frankfurt 03.02.–07.02. Ambiente Frankfurt 03.02.–07.02. Creativeworld Frankfurt 04.02.–07.02.	
	6	10.02.	31.01.	Bio & Regional (Pre-Run to Biofach)	RR Mecklenburg-Vorpommern CD: 30.12.2022	Spielwarenmesse Trade Fair News Christmasworld Ambiente Creativeworld Trade Fair News	Fruit Logistica Berlin 08.02.–10.02.
	7	17.02.	07.02.	Breakfast		Focus Retail Technology & Shopfitting EuroShop Preview CD: 27.01. Fruit Logistica Trade Fair News	Biofach Nuremberg 14.02.–17.02. Vivaness Nuremberg 14.02.–17.02. DETROP Boutique Thessaloniki 18.02.–20.02.

	17. + 21.02.	27.01.	LZ Special Newsletter Retail Tech & Store Design			
	24.02.	02.02.	LZ MEDIEN Whitepaper Retail Tech & Store Design			
8 LZ Copytest Food/Nonfood	24.02.	14.02.	BBQ		Biofach Trade Fair News	
LZ DIREKT 3 23	01.03.	07.02.	Breakfast Products Bread & Baked Goods Hot Beverage Detergents & Cleaning Products Sparkling Wine & Spirits (ProWein) Easter Business		Special INNOVATION CUP Special BBQ I	
9	03.03.	21.02.	Wine, Spirits & Beer (incl. Sparkling Wine Pre-Run ProWein)		EuroShop Trade Fair News incl. Top Supplier Retail Award	EuroShop Dusseldorf 26.02.-02.03. IAW Internationale Aktionswaren Messe Cologne 28.02.-02.03.
10	10.03.	28.02.	Snacks & Convenience (Food to go, Out of Home)	RR USA Canada CD: 27.01.		Internorga Hamburg 10.03.-14.03.
11	17.03.	07.03.	Dairy Products, Alternatives & Cheese	RR Berlin-Brandenburg CD: 03.02.	Internorga Trade Fair News	
12	24.03.	14.03.	Non-Alcoholic Beverages		ProWein Trade Fair News	ProWein Dusseldorf 19.03.-21.03.
	27.03.	28.02.	LZ Digital Special Independent Retailers			
13	31.03.	21.03.				Molkerei Kongress Munich 28.03.-29.03. Handelslogistik Kongress Cologne 29.03.-30.03. CIBUS International Food Exhibition 29.03.-30.03. BEAUTY Dusseldorf 31.03.-02.04.
LZ DIREKT 4 23	01.04.	10.03.	Meats & Sausage Fish Deli Products & Dips Chips & Snacks Non-Alcoholic Beverages Beer & Pre-Mixes Energy Drinks Ice Cream Spices Vegan & Vegetarian Products (Meat-/Fish- & Dairy Alternatives)		Special BBQ II BBQ Season incl. Accessories	
14	06.04.	27.03.	Frozen Food & Ice Cream I			LZ Strategietag Digitale Zukunft April 2023 VINITALY Enolitech SOL & AGRIFOOD Verona 02.04.-05.04. Gourmet Discovery Hamburg 03.04.-04.04.

LZ MEDIEN Topics & Deadlines 2023

LZ	PD	CD*	Ranges/Markets	RegionalReports	Feature Topics and Trade Fair Themes	Trade Fair and Exhibition Dates
15	14.04.	31.03.	Meats & Meat Products (incl. Meat Alternatives)			
	20.04.	29.03.	LZ direkt Whitepaper Beverage Trends			
16 LZ Copytest Logistics	21.04.	11.04.	Fish & Seafood (Run-Up Seafood Expo)	RR Nordic Countries CD: 10.03.	Focus Logistics I LogiMAT Preview CD: 31.03.	Hannover Messe Hannover 17.04.–21.04.
	28.04.	07.04.	LZ Special Newsletter Packaging			
17	28.04.	18.04.	Spices	RR Netherlands CD: 17.03.	Focus Packaging I Interpack Preview CD: 06.04. ISM Trade Fair News LogiMAT Trade Fair News Seafood Expo Global	ISM ProSweets Cologne 23.04.–25.04. LogiMAT Stuttgart 25.04.–27.04. Alimentaria Barcelona 26.04.–29.04. Seafood Expo Global Barcelona 25.04.–27.04.
	02.05.	05.04.	Detergents & Cleaning Products Cosmetics & Body Care Sanitary Products Oral Care Pet Food Dairy Products Tobacco Products School Begin		Special Drugstore Products I	
18	05.05.	25.04.		RR Switzerland CD: 24.03.	Special Topic Sustainability CD: 14.04.	LZ Strategietag Frische Freiburg May 2023 International Hardware Fair Italy Bergamo 05.05.–06.05. Interpack Dusseldorf 04.05.–10.05.
	05.05.	14.04.	LZ Special Newsletter RegionalReport Switzerland			
19	12.05.	02.05.	Health & Fitness (Incl. "free from," OTC, protein and superfood products)	RR Bremen CD: 31.03.	Focus Private Labels PLMA Preview CD: 21.04. Interpack Trade Fair News	TuttoFood Milan 08.05.–11.05. transport logistic Munich 09.05.–12.05. EHI Payment Kongress Bonn 10.05.–11.05.
	16.05.	25.04.	LZ Special Newsletter Private Labels			
20	19.05.	08.05.				

21	26.05.	15.05.	Drugstore Products I (Detergents & Cleaning Products, Sanitary Products, Cosmetics, Body Care, Oral Care, etc.)	RR North Rhine-Westphalia CD: 14.04.	PLMA Trade Fair News	Nonfood Kongress Frankfurt 22.05.–23.05. PLMA Amsterdam 23.05–24.05. THAIFEX – Anuga Asia Bangkok 23.05.–27.05.	
LZ DIREKT 6 23	01.06.	08.05.	Convenience To Go Vegetarian & Vegan Products (Meat-, Fish & Dairy Alternatives) Meats & Sausage Frozen Food		Supermarkt Stars The Finalists 2023		
22	02.06.	22.05.	Deli Products		Payment Transactions CD: 12.05.		
23	09.06.	30.05.	Pasta, Rice, Sauces				
	15.06.	25.05.	LZ direkt Whitepaper Wine Department				
24	16.06.	05.06.			Focus Nonfood CD: 26.05.		
	19.06.	29.05.	LZ Special Newsletter Nonfood II				
25	23.06.	13.06.	Baby & Toddler Products (Special Foods/Care)	RR Lower-Saxony CD: 05.05.	Spoga+Gafa Trade Fair News	Supermarkt Stars Frankfurt 20.06. Spoga+Gafa Cologne 18.06.–20.06.	
26	30.06.	20.06.			Special Topic Top-Marke 2023 CD: 09.06.		
LZ DIREKT 7 23	01.07.	09.06.	Sweet Spreads Deli Products & Dips Lactose-Free & Gluten-Free Products		Supermarkt Stars The Winners 2023 Special Top-Marke 2023		
27	07.07.	27.06.	Bread & Baked Goods I				
28	14.07.	04.07.		RR Asia CD: 02.06.			
LZ Copytest RR Asia							
29	21.07.	11.07.	New Food (Vegan & Vegetarian)				
30	28.07.	18.07.		RR Ireland CD: 16.06.			
LZ DIREKT 8 23	01.08.	10.07.	Beer & Pre-Mixes Bread & Baked Goods Pet Food Tobacco Products Oktoberfest Confectionery Chips & Snacks High-Tech-Trends (Retail Tech & Store Design)		Special Halloween		
31	04.08.	25.07.	Pets			Gamescom Cologne August 2023	

LZ MEDIEN Topics & Deadlines 2023

	LZ	PD	CD*	Ranges/Markets	RegionalReports	Feature Topics and Trade Fair Themes	Trade Fair and Exhibition Dates
	32	11.08.	01.08.				
	33	18.08.	08.08.	Snacks & Convenience			
	34	25.08.	15.08.	Cheese			
	35	01.09.	22.08.		RR Bavaria CD: 21.07.		DMEXCO Cologne September 2023 IFA Berlin September 2023 LZ Strategietag New Food Frankfurt September 2023
LZ DIREKT 9 23		01.09.	10.08.	Confectionery Cheese Wine & Sparkling Wines Spirits Energy Drinks Sustainability Newspapers & Magazines Nonfood Winter BBQ		Special Christmas Season 2023	
		07.09.	18.08.	LZ direkt Whitepaper Service Counter			
	36	08.09.	29.08.		RR Turkey CD: 28.07.		IAA Munich 05.09.-10.09.
	37	15.09.	05.09.	Meats, Sausage & Poultry (incl. Meat Alternatives)	RR Italy CD: 04.08.		InterTabac Dortmund 14.09.-16.09.
LZ Copytest Packaging	38	22.09.	12.09.	Frozen Food II	RR Baden-Württemberg CD: 11.08.	Focus Packaging II CD: 01.09.	
LZ Copytest RR France	39	29.09.	19.09.	Dairy Products & Dairy Alternatives II	RR France CD: 18.08.	Anuga Preview Innovations International Food Days CD: 08.09. Focus Retail Properties Expo Real Preview CD: 08.09.	ECR-Tag Dusseldorf September 2023
LZ DIREKT 10 23		02.10.	08.09.	Meats & Sausage Poultry Dairy Products Frozen Foods Hot Beverages Health & Fitness		Special Anuga 2023 Special International Food Days - International Specialties	
		04.10.	13.09.	LZ direkt Whitepaper POS Impulse Nonfood			

40	06.10.	25.09.	Spirits	RR Belgium CD: 25.08.	Anuga Issue	LZ Strategietag Nachhaltigkeit October 2023 Expo Real Munich October 2023 ANUGA Cologne 07.10.–11.10.
	06. + 09.10.	15.09.	LZ Special Newsletter Anuga			
41	13.10.	02.10.		RR Central Germany: Saxony, Saxony-Anhalt and Thuringia CD: 25.08.	Anuga Trade Fair News Focus Logistics II Supply Chain Management CD: 22.09.	Bar Convent Berlin 09.10.–11.10. Insights-X Nuremberg 11.10.–13.10.
42	20.10.	10.10.	Confectionery II			Deutscher Logistik-Kongress Berlin 18.10.–20.10. Bookfair Frankfurt 18.10.–22.10.
43	27.10.	17.10.	Coffee & Tea		Bookfair Trade News	Cibus Tec Parma 24.10.–27.10.
LZ DIREKT 11 23	01.11.	10.10.	Cosmetics & Body Care Sanitary Products Oral Care Detergents & Cleaning Products Cheese (Counter) Meat & Sausage (Counter) Beer Sparkling Wines		Special Drugstore Products II Special Veganuary	
	02.11.	11.10.	LZ direkt Whitepaper Checkout Zone			
44	03.11.	24.10.				Deutscher Fachmarktimmobilien-Kongress Frankfurt November 2023
45	10.11.	31.10.		RR Austria CD: 29.09.	Goldener Zuckerhut Issue	EHI Technologie Tage Bonn 07.11.–08.11. Goldener Zuckerhut Berlin 09.11.–10.11.
46	17.11.	07.11.	Bread & Baked Goods II	RR Greece CD: 06.10.		BrauBeviale Nuremberg 14.11.–16.11.
47	24.11.	14.11.		RR Spain & Portugal CD: 13.10.	Anniversary edition 75 years Lebensmittel Zeitung CD: 03.11.	
48	01.12.	21.11.	Drugstore Products II (Cosmetics, Body Care, Sanitary Products, Baby Food & Baby Products, etc.)		Focus Digital Business CD: 10.11.	
LZ DIREKT 12 23	01.12.	09.11.	Breakfast Products Bread & Baked Goods Check-Out Zone Confectionery, Chips & Snacks Pet Food High-Tech-Trends		Special 25 years LZ direkt Special Super Bowl	
	49	08.12.	28.11.			
50	15.12.	05.12.				
51/52	22.12.	12.12.				

Lebensmittel Zeitung Print and Digital

100% INDUSTRY FOCUS

Lebensmittel Zeitung is the leading specialist industry publication for the consumer goods sector. Place your brand and message in a relevant editorial context. Reach decision makers¹ in the retail (distribution centers, independent store owners/managers) and consumer goods industry (FMCG/CPG) and sector-specific service providers at all relevant everyday touchpoints.

Comprehensive information and images of possible advertising formats are available online in our Media Kit here: www.lzmedia.net/lebensmittelzeitung



¹ Senior management, managing directors, category management, purchasing, sales and marketing managers and those responsible for IT and logistics, management closely involved with sales, and independent retailers. LZ reader survey 2022, IFAK Institut, Taunusstein, A survey of the main LZ readers as well as an LZ Digital user survey 2020, Karwath Marktforschung, Oldendorf

LEBENSMITTEL ZEITUNG Data

Our excellent performance ensures your visibility among **FMCG decision-makers**

Ø 7
readers per copy²

52
journalists

949,819
visits/month⁴

52,880
Newsletter recipients
per workday³

Ø 3.2
recipients per
Newsletter copy⁴

48,491
actually distributed
weekly circulation
on each Friday.¹



200,000
unique users/month⁵



7,620
podcast subscribers¹⁰

100%
of the top 30 distribution
centers subscribe to LZ.⁷

82%
of users access LZ Digital at
least once daily⁴

www.lebensmittelzeitung.net

Nearly all **management at the top 10** retail enterprises subscribe to LZ digital channels or an LZ Newsletter.⁷

89%
chances of page impression
Print Issue²



Nearly all **purchasing managers at the top 15 retail enterprises** subscribe to LZ digital channels or are signed up for the LZ Newsletter.⁷

99
minutes of digital use
per week⁴

52
average minutes reading time
per copy²

9,373
quotations made from LZ in
2021.⁸

143,572
social media followers⁹

¹ IVW, Q2 2022

² LZ reader survey 2022 IFAK Institut, Taunusstein. Survey of main LZ readers. Readers per copy as estimated by primary reader.

³ Recipient file, July 2022

⁴ LZ Digital user survey 2020, target group retail, Karwath Marktforschung, Oldendorf. Recipients per copy as estimated by respondent

⁵ agof daily digital facts, May 2022, Note: Because of changes made to the measurement procedure due to data protection law, comparisons with values from previous years are no longer possible.

⁶ IVW, July 2022, Note: Because of changes made to the measurement procedure due to data protection law, comparisons with values from previous years are no longer possible. For more information, please visit www.ivw.eu.

⁷ LZ sales analysis, January 2021

⁸ Ubermetrics / Unicepta for 2021

⁹ Followers of LZ social media channels: Facebook, Instagram, Twitter, LinkedIn, As of: August 2022

¹⁰ Recipient file LZ Podcast, June 2022

LZ Print Rates and formats

2/1 page

W: 596 mm x H: 440 mm €48,890



5-COLUMN

1/1 page incl. title spot

W: 280 mm x H: 440 mm
Title: W: 49 mm x H: 50 mm €28,360



1/1 page

W: 280 mm x H: 440 mm €25,110



3/4 page horizontal

W: 280 mm x H: 330 mm €20,760



W: 280 mm x H: 300 mm €19,050

W: 280 mm x H: 250 mm €16,420

1/2 page horizontal

W: 280 mm x H: 220 mm €14,650



1/3 page horizontal

W: 280 mm x H: 150 mm €11,300



1/4 page horizontal

W: 280 mm x H: 110 mm €9,180



W: 280 mm x H: 70 mm €6,900

W: 280 mm x H: 40 mm €4,480

4-COLUMN

4/5 page corner

W: 224 mm x H: 440 mm €21,950



9/16 page corner

W: 224 mm x H: 310 mm €21,380



1/2 page corner

W: 224 mm x H: 275 mm €18,340



2/5 page corner

W: 224 mm x H: 220 mm €12,140



W: 224 mm x H: 150 mm €9,370

W: 224 mm x H: 100 mm €7,240

W: 224 mm x H: 50 mm €4,470

3-COLUMN

3/5 page corner

W: 167 mm x H: 440 mm €17,290



W: 167 mm x H: 350 mm €13,980

W: 167 mm x H: 300 mm €12,350

1/3 page corner

W: 167 mm x H: 250 mm €11,300



W: 167 mm x H: 200 mm €9,370

W: 167 mm x H: 150 mm €7,860

W: 167 mm x H: 100 mm €6,300

W: 167 mm x H: 50 mm €3,390

See page 18 for information on volume discounts and technical details.

For more information, please visit:
www.lzmedia.net/lz/printformats

LZ Print Further print formats

2-COLUMN

2/5 page corner

W: 110 mm x H: 440 mm €12,140



W: 110 mm x H: 310 mm €9,650

1/4 page corner

W: 110 mm x H: 275 mm €9,180



1/5 page corner

W: 110 mm x H: 220 mm €7,670



W: 110 mm x H: 200 mm €7,240

W: 110 mm x H: 150 mm €6,300

W: 110 mm x H: 100 mm €4,480

W: 110 mm x H: 50 mm €2,290

1-COLUMN

1/5 page corner

W: 53 mm x H: 440 mm €7,660



W: 53 mm x H: 300 mm €6,300

W: 53 mm x H: 250 mm €5,360

W: 53 mm x H: 200 mm €4,480

W: 53 mm x H: 150 mm €3,390

W: 53 mm x H: 100 mm €2,290

W: 53 mm x H: 50 mm €1,140

TEXT INSERTS

Ads with text inset €44

Page 6 and after, rate per mm,
column width 53 mm, min. height
40 mm, max. height 100 mm

PRIORITY PLACEMENTS

(no right to cancel)

1/1 page priority €31,990

(pp. 5, 7, 9, 11, 13, 15 and U4) incl. title spot
W: 280 mm x H: 440 mm

1/1 page priority €28,650

(pp. 5, 7, 9, 11, 13, 15 and U4)
W: 280 mm x H: 440 mm

1/2 page horizontal priority €18,540

Page 3, W: 280 mm x H: 220 mm

1/3 page horizontal priority €16,530

Page 3, W: 280 mm x H: 150 mm

Title strip on title page €10,930

W: 280 mm x H: 40 mm

Title spot on title page €5,350

W: 49 mm x H: 50 mm

Text inset 100/1-column €4,460

Page 2, W: 53 mm x H: 100 mm

SUPPLEMENT

Supplement €10,290

Looseleaf insert
Format max. W: 210 mm x H: 297 mm
Format at least W: 105 mm x H: 148 mm
long edge folded, up to 25 g total weight

CLASSIFIED ADS

b/w, 4c €7.20

mm rate/column
Obituaries, real estate, business
announcements, etc.

BOX NUMBER FEE

Germany €42

International €62

10% CROSS-MEDIA DISCOUNT¹

Additional discount on all campaign-related
print & digital insertions

¹ When booking a cross-media LZ campaign (print and digital) we grant an additional 10% discount off the gross print and digital advertising rate. Cross-media campaigns are campaigns having identical content in print and digital with a time delay of no more than two weeks. Minimum format size Print: 1/5 page corner, Minimum format size Digital: Digital 5IVE

All prices in euro plus VAT at the statutory rate. Reservations for priority placements are binding for a max. of 3 weeks or a max. of 6 weeks for regular placements.

LZ Digital Rates and formats Digital placements 1 week each on rotating basis (no more than 3 partners per format) 12

	POSITION ON WEBSITE/ POSITION IN AFTERNOON NEWSLETTER	WEBSITE & AFTERNOON LZ NEWSLETTER (MON-FRI)	+ MORNING LZ NEWSLETTER (TUE-SAT)	+ FRIDAY LZ NEWSLETTER	+ OVERSIZED FORMATS	+ LZ NEWS FLASHES
DIGITAL 1ONE PRIORITY €28,650 Sticky Billboard Desktop: 940 x 300 px (sticky) Mobile: 300 x 120 px (sticky) Newsletter: 520 x 200 px Once a day your priority placement remains fixed for two second on the upper edge. All placements on rotating basis	TOP 1st position priority	✓	✓	✓	✓	✓
DIGITAL 1ONE €25,110 Desktop: 940 x 300 px Mobile: 300 x 120 px Newsletter: 520 x 200 px	TOP 1st position	✓	✓	✓	✓	✓
DIGITAL 2TWO €20,760 Desktop: max. 400 x 800 px (sticky) Mobile: 300 x 600 px (scrollover) Newsletter: 520 x 200 px	TOP 2nd position	✓	✓	✓	✓	-
DIGITAL 3THREE €14,650 Desktop: 300 x 250 px Mobile: 300 x 250 px Newsletter: 520 x 200 px	MIDDLE 3rd position	✓	✓	✓	-	-
DIGITAL 4FOUR¹ €11,300 Desktop: 617 x 250 px Mobile: 300 x 250 px Newsletter: 520 x 200 px	IN COPY 4th position	✓	-	-	-	-
DIGITAL 5FIVE¹ €9,180 Desktop: 617 x 250 px Mobile: 300 x 250 px Newsletter: 520 x 200 px	IN COPY 5th position	✓	-	-	-	-

¹ Newsletter placement Digital 4FOUR and Digital 5FIVE only in afternoon LZ Newsletter

² All prices gross plus VAT – Prices less discounts as per volume discount as indicated on page 18 of Media Kit less 15% agency commission where applicable.
² Rotation consists of no more than three partners per format and placement.

LZ Digital Rates and formats Digital placements 1 week each on rotating basis (no more than 3 partners per format) 13

SOCIAL MEDIA PUSH

LinkedIn Post	€10,000
Your individual post via the LinkedIn channel of LZ incl. paid traffic campaign	
LinkedIn Post Combi benefit³	€7,000

AUDIOSPONSORING/PODCAST PUSH

20-second audio commercial incl. shownotes	€4,990
Podcast Combi benefit²	€3,500

CONTENTFORMATE

Advertorial – THEMA^{1,3}	€25,110
Desktop, Mobil, Newsletter, Social Media Duration: 2 weeks	
Advertorial – Product of the Week⁴	€25,110
Desktop, Mobile, Newsletter, Social Media Duration: 2 weeks	
Text ad 1-2	€3,600
In the Afternoon LZ Newsletter, max 430 characters	
Product entry	€1,600
Unlimited duration	

Please visit our website for more information:
www.lzmedia.net/lz/printformats
www.lzmedia.net/lz/digitalformats

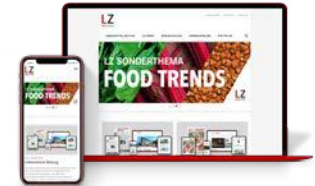
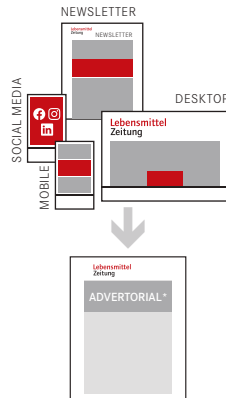
See page 18 for information volume discounts and technical details.

LZ SONDERNEWSLETTER

Maxi-Banner Top	€3,000
Maxi-Banner 2-3	€2,500
Text ad 1-3	€1,900

Discover now:

For more information on dates & prices and demonstrative examples, visit our media sales platform www.lzmedia.net



Stay up to date with the LZ Media Sales Newsletter!

Your monthly update on current topics and highlights of the LZ MEDIEN for your optimal B2B communication. Register now at:
www.lzmedia.net/newsletter

Are you looking for an individual communication solution?

Our team offers you further customizable special advertising formats beyond those shown here. Feel free to contact us! www.lzmedia.net/contact

10% CROSS-MEDIA DISCOUNT¹

Additional discount on all campaign-related print & digital insertions

¹ When booking a cross-media LZ campaign (print and digital) we grant an additional 10% discount off the gross print and digital advertising rate. Cross-media campaigns are campaigns having identical content in print and digital with a time delay of no more than two weeks. Minimum format size Print: ¼ page corner, Minimum format size Digital: Digital 5FIVE

² Only valid in combination with a booked display format (DIGITAL 1-5) or content format (Advertorial).
³ Is marked as an "advertisement" in compliance with statutory regulations.

All prices in euro plus VAT at the statutory rate. Placement reservations are only valid for 3 weeks, or lose their validity 4 weeks prior to publication date.

LZ DIREKT Print and Digital

100% POINT OF SALE

Obtain direct access to the POS community. Target key staff and decision-makers in supermarkets with your message: Business owners, store/center and distribution managers, category managers and POS employees.

Complete information and images of possible advertising formats are available online in our Media Kit here: www.lzmedia.net/lzdirekt



LZ DIREKT Key facts

Our performance at the POS enhances your visibility with **key retail decision-makers**

66,680

circulation actually distributed monthly¹

10

journalists + content creators

44

average minutes reading time per copy²

Ø 7.4

readers per copy²

7,251

Newsletter recipients every Tuesday⁷

92%

of LZ direkt circulation is in retail³



55%

of LZ direkt print readers are owners or store managers²

95%

of EDEKA and REWE retail stores receive LZ direkt³

76%

chances of page impression²



www.lzdirekt.de



85%

of LZ direkt digital readers have access to product orders⁴

9,831

social media followers⁶

81%

Of readers confirm: ads run in LZ direkt arouse their interest in the products or campaigns advertised.²

42

minutes LZ direkt is accessed digitally per week⁴

42,261

visits/month⁵

¹ IWW, Q2 2022

² LZ direkt reader survey 2020, GIM Gesellschaft für Innovative Marktforschung,

Wiesbaden Readers per copy as estimated by respondents

³ LZ sales analysis, November 2021










⁴ LZ direkt Digital user survey 2021, retail target group, Karwath Marktforschung, Oldendorf.

⁵ PIWIK PRO, monthly values, July 2022

⁶ Followers of the LZ direkt social media channels: Facebook, Instagram, Twitter, LinkedIn, As of: August 2022

⁷ Recipients file LZ direkt Newsletter, July 2022

LZ DIREKT Print Rates and formats

2/1 page	€42,370	
Print space W: 464 mm x H: 300 mm Bleed* W: 500 mm x H: 340 mm		
1/1 page	€21,830	
Print space B: 220 mm x H: 300 mm Bleed* W: 250 mm x H: 340 mm		
3/4 page horizontal	€17,960	
Print space W: 220 mm x H: 225 mm Bleed* W: 250 mm x H: 247 mm		
2/3 page horizontal	€16,550	
Print space W: 220 mm x H: 200 mm Bleed* W: 250 mm x H: 222 mm		
2/3 page corner	€16,550	
Print space W: 147 mm x H: 300 mm Bleed* W: 165 mm x H: 340 mm		
1/2 page horizontal	€12,610	
Print space W: 220 mm x H: 150 mm Bleed* W: 250 mm x H: 172 mm		
1/2 page corner	€12,610	
Print space W: 107 mm x H: 300 mm Bleed* W: 125 mm x H: 340 mm		
1/2 page corner	€12,370	
Print space B: 163 mm x H: 200 mm Bleed* W: 181 mm x H: 222 mm		
1/3 page horizontal	€9,610	
Print space W: 220 mm x H: 100 mm Bleed* W: 250 mm x H: 122 mm		

1/3 page corner	€9,610	
Print space W: 73 mm x H: 300 mm Bleed* W: 91 mm x H: 340 mm		
1/3 page corner	€9,610	
Print space W: 107 mm x H: 200 mm Bleed* W: 125 mm x H: 222 mm		
1/4 page horizontal	€7,920	
Print space W: 220 mm x H: 75 mm Bleed* W: 250 mm x H: 97 mm		
1/4 page corner	€7,920	
Print space W: 50 mm x H: 300 mm Bleed* W: 68 mm x H: 340 mm		
1/4 page corner	€7,920	
Print space W: 107 mm x H: 150 mm Bleed* W: 125 mm x H: 172 mm		

**PRIORITY PLACEMENTS
(NO RIGHT TO CANCEL)**

2/1 page opening spread	€46,930
(U2 and page 3) Print space W: 464 mm x H: 300 mm Bleed* W: 500 mm x H: 340 mm	
1/1 page priority	€23,460
(1st or 2nd right-hand page, U4) Print space W: 220 mm x H: 300 mm Bleed* W: 250 mm x H: 340 mm	
1/1 page editorial	€23,460
(to left of editorial) Print space W: 220 mm x H: 300 mm Bleed* W: 250 mm x H: 340 mm	

* plus 4 mm trim per outer edge Text in print space only.

LZ DIREKT Digital Rates and formats

WEBSITE, MOBILE & WEEKLY NEWSLETTER¹

Digital placements of 4 weeks each, exclusively

DIGITAL 1 ONE PRIORITY €8,500
 940 x 300 px (desktop) / 300 x 120 px (mobile)
 520 x 200 px (newsletter)

DIGITAL 1 ONE..... €7,500
 940 x 300 px (desktop) / 300 x 120 px (mobile)
 520 x 200 px (newsletter)

DIGITAL 2 TWO €6,250
 max. 400 x 800 px (desktop/sticky) /
 300 x 600 px (mobile/scrolllover) /
 520 x 200 px (newsletter)

DIGITAL 3 THREE €5,200
 300 x 250 px (desktop) / 300 x 250 px (mobile) /
 520 x 200 px (newsletter)

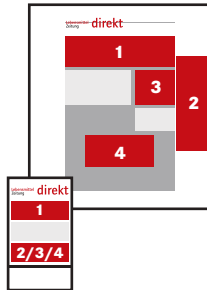
DIGITAL 4 FOUR €4,990
 617 x 250 px (desktop) / 300 x 250 px (mobile) /
 520 x 200 px (newsletter/optional: 300x250)

CONTENTFORMATS

Sponsored Post/Advertorial² € 11,990
 desktop, mobile, newsletter, social media
 see separate specifications

LZ DIREKT WHITEPAPER

1/1 page €7,990
1/2 page €4,600
Company profile €2,900
**Combination 1/1 page +
 Company profile €9,500**



LZ MEDIEN Print Combined advertising packages 17

COMBINED ADVERTISING PACKAGES

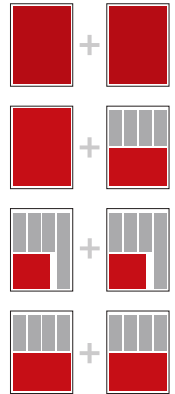
LZ & LZ DIREKT

Large package €43,150
 1/1 page Lebensmittel Zeitung
 1/1 page LZ direkt

Medium package €35,700
 1/1 page Lebensmittel Zeitung
 1/2 page LZ direkt

Small corner package €29,900
 1/2 page Lebensmittel Zeitung
 1/2 page LZ direkt

Small horizontal package €26,250
 1/2 page Lebensmittel Zeitung
 1/2 page LZ direkt



SUPPLEMENTS

Supplement looseleaf insert..... €20,980
 Format max. W: 210 mm x H: 297 mm
 Format at least W: 105 mm x H: 148 mm
 long edge folded up to 25 g total weight, higher
 total weight on request, required delivery amount:
 71,200 copies

Please visit our website for more information:

www.lzmedia.net/lzd/printformats
www.lzmedia.net/lzd/digitalformats

See page 18 for information volume discounts and technical details.

¹ All book advertisement will be published on the website (desktop & mobile) and in our weekly newsletter.

All prices in euro plus VAT at the statutory rate.

² Is marked as an "advertisement" in compliance with statutory regulations.

Reservations for priority placements are binding for a max. of 3 weeks or a max. of 6 weeks for regular placements.

LZ MEDIEN Volume discounts/technical details

VOLUME DISCOUNT*

From	€14,600	3%
From	€27,300	5%
From	€50,200	7%
From	€75,300	10%
From	€125,500	12%
From	€150,600	15%
From	€175,700	18%
From	€200,800	20%
From	€225,900	21%

*Total gross sales per sales year. Applies to all insertions in Lebensmittel Zeitung and LZ direkt (print and digital).

Job advertisements, classified ads and special publications are excluded.

TERMS OF PAYMENT

Payment net, within 30 days of the date of invoice

BANK DETAILS

FRANKFURTER SPARKASSE

BIC HELADEF1822

IBAN DE56 5005 0201 0000 0349 26

NEWSPAPER FORMAT LZ

315 mm wide, 470 mm high

PRINT SPACE LZ

280 mm wide, 440 mm high
5 columns, each 53 mm wide

MAGAZINE FORMAT LZ DIREKT

250 mm wide, 340 mm high

PRINT SPACE LZ DIREKT

220 mm wide, 300 mm high
4 columns, each 50 mm wide

PRINTING AND BINDING

Commercial web printing heat set, newspaper fold (LZ), saddle stitched (LZ direkt)

Paper quality LWC

Dot gains

Colors

40% area: 16% (tolerance \pm 4%)

80% area: 11% (tolerance \pm 3%)

Black

40% area: 19% (tolerance \pm 4%)

80% area: 13% (tolerance \pm 3%)

Minor dot gain deviations may result within the web offset printing tolerance tolerance.

EUROSCALE COLORS

Color sequence

Black, cyan, magenta, yellow

DATA TRANSFER

tradt@lebensmittelzeitung.net

DATA FORMATS

Digital data is required in PDF/X-3 format having the "PSO LWC Standard" profile.

Open-format data must be avoided.

All fonts used are to be embedded; half-tone images require 250 dpi resolution.

DATA ARCHIVING

Data is archived.

It is usually possible to run unmodified repeats. However, we do not assume any warranty for data.

WARRANTY

In the event that incomplete or deviating data is delivered (texts, colors, images), we do not assume liability for the print result.

There is a charge for faulty exposures due to incomplete or faulty files, incorrect settings or incomplete information.

The same applies for any additional setting and lithography work as well as creation of additional proofs.

Max. file size for banners: 120 KB.

Max. file size for mobile banners: 60 KB.

General technical instructions are available here:

www.lzmedia.net/data

Exclusive service:

Cross-media Copytest with evaluation of the advertising effectiveness of your print ad, banner and landing page.

Please contact us.

Our General Terms and Conditions (in German) are available here:

www.lebensmittelzeitung.net/agb

Standard Terms and Conditions for Advertising in Newspapers and Magazines and Their Electronic Editions

1. Insertion Order
Insertion Order means the contract for the publication of any advertisement in a newspaper, magazine or other print publication or in the "Customer" in digital media of the publisher/agency (hereinafter the "Publisher") for purposes of disseminating the advertisement. Insertion Orders shall be subject to the Standard Terms and Conditions together with the applicable rate cards and technical specifications published by the Publisher.
1.1. An advertisement may consist of one or more of the following elements: text, sound, images and moving images;
- a sensitive area or which, clicked, links to other Customer or third party information via an online and mobile address specified by the Customer.
2.2. Advertisements which are not recognizable as such because of the layout shall be identified as advertisements.
2.3. As a rule, the formats listed on the applicable rate card may be used for publication of advertisements. Special ad formats may be permitted subject to consultation and review by the Publisher.
3. Conclusion of contract and booking terms
3.1. Contracts may be concluded for each individual advertisement or for a given number of advertisements. Contracts may stipulate fixed dates for individual publications or individual ads which are settled on demand over a given period; or sections 4.
3.2. Unless specifically agreed otherwise, formation of contract shall generally require:
- the offer to conclude a contract submitted by the Customer in text form;
- and acceptance of the order by virtue of the Publisher's order confirmation in text form or by virtue of publication of the advertisement. Confirmations given orally or by phone shall not be legally binding.
3.3. To the extent advertising agency places orders, and subject to any other agreements in writing, the contract shall be formed with the advertising agency (as the "advertiser agency") and the Publisher's counterpart pursuant to state Standard Terms and Conditions. Orders by advertising agencies or brokers shall only be accepted for advertisers designated and identifiable by name. The Publisher may request that the Customer agent submit a true and correct copy of the letter of engagement and also submit proof of its agency status.
3.4. Invoicing shall be effected based on the rate card or calculation. Invoicing for the advertising delivered shall I on the ad impressions (ARL) according to the Publisher's server. An AR is defined as a server request for an advertisement from the Publisher's ad server.
4. Settlement period
4.1. To the extent a contract is concluded for a number of advertisements, these must be requested for publication within one year of the conclusion of the contract. For individual ad requests, the entire order must be settled within one year from the date of the first advertisement's publication, provided the first advertisement was requested for publication pursuant to sentence 1. If the one-year period specified in sentence 1 or sentence 2 is not complied with, the Customer shall reimburse the Publisher the difference between the actual and the discount corresponding to the number of advertisements actually placed, subject to other legal obligations, see section 15.5.
4.2. If the Customer fails to request the settlement period for a given contract, the Publisher will assume that the former agency has transferred to the new agency the contractual relationship along with all rights and obligations. If the Customer fails to fail to object to further settlement of the contract with the new agency shall constitute consent thereto by the Publisher.
5. Postponement
Postponing the agreed commencement of a campaign may only be effected in text form up to five business days by 2.00 p.m. prior to the next agreed publication date and is subject to available capacity. The current conditions and rates published online shall apply with respect to the next insertion date.
6. Increase of the Insertion
Order: In the context of advertising contracts, the Customer may wish to increase the period agreed or specified in the contract and, subject to available capacity, submit further ad requests in text form even exceeding the volume specified in the respective Insertion Order, provided the Publisher consents this in text form.
7. Cancellation
Insertion Orders may be cancelled in text form and in not permitted up until no later than three business days prior to the agreed publication. Cancellation orally or by phone is not allowed.
8. Publication period, positioning dates and rotation
8.1. The publication period is determined by the Publisher based on the impressions booked or based on the period booked and the impressions booked.
8.2. The Customer shall have no claim to any specific positioning of the advertisement on the digital medium. The Customer and the Publisher shall jointly agree on the positioning of the advertisement. This cannot be achieved, due to its sole discretion, taking into account the Customer's interests as far as possible. If the Customer has no objection to the positioning of the advertisement on the digital medium booked by it, the confirmation of the Publisher, in the scope specified in the

order, shall be controlling.
8.3. If several advertisements are delivered for a booking, the Publisher shall rotate the ads in a standard basis, unless the Customer has provided the Publisher an advertising schedule setting out when which advertisement is to be published.
9. Provision of the advertisement
9.1. The Customer shall submit to the Publisher by e-mail complete order and appropriate advertisement (PDF, EPS, JPEG, TIF, AI, ALT text and any additional schedules) in the final digital form no later than 5 business days prior to the agreed first publication URL. The maximum length of advertising, the applicable period shall be 10 business days.
9.2. If the files are stored on the Customer's server or a third-party server, the Customer shall provide the Publisher with the aforementioned conditions, the URL of the advertisement to be inserted.
9.3. Any deviations herefrom shall be promptly co-ordinated with the Publisher. The Customer shall be responsible for any communication mutants for the addresses specified by the Customer and to which the advertisement is to refer.
9.4. The Publisher shall request replacements for any clearly inappropriate or defective advertisements. If the advertisement is not provided in proper form, specifically if it is supplied late or subsequently changed, the Publisher shall not warrant for the agreed dissemination thereof, and in particular shall not warrant for attainment of the booked ARL.
9.5. If, after the aforementioned periods have expired, the Customer wishes to replace or change the advertisement or deviate from any existing advertising schedule, then the Publisher shall be liable for such changes can still be seen in view of the originally scheduled publication date. If this is not the case, the terms originally agreed shall continue to apply.
9.6. The number of delivered advertisements or requests to change the advertisements or those provided by notification of the URL must be reasonably proportionate to the media services, taking into account industry standards into account; the assessment of reasonableness shall be made by the Publisher. The Publisher shall notify the Customer if and to the extent the number of delivered advertisements is not in line with the agreed number.
9.7. The Publisher assumes no liability for the delivered advertisement or any other materials nor is it under any obligation to return them unless the Customer agent submits a request to do so, to archive the advertisements indefinitely.

10. Right to reject, retract or suspend publication of the advertisement
10.1. The Publisher may terminate insertion Orders until such time as the Customer has accepted the order and the Publisher has approved it. The Publisher furthermore reserves the right to reject advertisements as well as individual ad requests under a given Insertion Order, when:
- the content thereof infringes the rights of third parties, violates the law or other official provisions; or
- the content of the advertisement is not in line with the German Advertising Standards Council (Deutscher Werberat) in a complaint proceeding; or
- it would be unreasonable for the Publisher to publish it due to the content, form, design, source or technical quality thereof; or
- the advertisement contains advertising for third parties.
10.2. Advertising in breach of an advertising ban for third parties (i.e. in Advertising*) must in each case be accepted in advance by the Publisher in text form. The Publisher may charge a premium for Text Advertising in breach of an advertising ban. If the Customer is notified by the Publisher that the contract is terminated pursuant to sentence 1 or an advertisement is rejected pursuant to sentence 2, the Customer may temporarily suspend the publication of the advertisement if it has sufficient reason to suspect that the website to which the hyperlink is linked is subject to a legal dispute. The content, the foregoing shall apply, in particular, in cases involving investigations or orders by government agencies or a warning letter issued by a competent authority. The suspension shall be notified to the Customer shall be notified of the suspension and shall promptly remove the allegedly unlawful content or shall demonstrate, or, if not possible, prove its lawfulness to the Publisher. The Publisher may offer the Customer to replace the advertisement with an alternative advertisement and/or with a hyperlink to another website subject to the conditions set forth in the preceding sentence. If the Customer charges the Customer for any additional proven costs incurred as a result. The suspension shall be lifted as soon as the suspicion has been removed.
10.4. The Publisher may in particular retract an advertisement that has already been published if the Customer subsequently changes the content thereof or if the Customer has changed the Publisher's text or changes the link's URL or where the content of the linked website is materially changed. In such case, the Customer has no right to a re-issuance of no charge, although the Publisher will retain its agreed payment claim.
11. Grant of rights and representations and warranties, compliance with statutory provisions

11.1. The Customer shall transfer to the Publisher any and all copyright licenses, ancillary and other rights which are necessary in order to use the advertisement in the form of an online media, specifically including the rights to reproduce, disseminate, transmit, broadcast, make publicly available, receive from a database and archive, and which are transferable to third parties in the context of performance of the contract in the scope necessary for implementing the order both on the print and on the digital medium. The Customer shall also grant mentioned rights shall in all cases be transferred with no territorial limits. The aforementioned rights authorize insertion using all known and all known or implied hardware or software for any other risks arising therefrom, such as for the defect-free delivery and quality of the advertisement and data security.
11.2. The Customer shall bear sole legal responsibility, specifically the responsibility under competition law, for the content of any and all advertisements provided to third parties. The Customer shall also accept the content does not violate or infringe any laws and warrants that the content of the respective advertisement does not impair the rights of third parties. The Customer shall also accept that the content does not refer to any immoral content during the contractual relationship.
11.3. The Customer represents and warrants that it holds all rights necessary to place the advertisement. The Customer shall indemnify the Publisher upon first demand against any and all third-party claims that may arise due to the violation or infringement of provisions of competition law, criminal law, copyright law or any other statutory provisions. The indemnification shall also extend to any expenses incurred for mounting a legal defence against third parties. The Customer shall act in good faith to assist the Publisher in its efforts to defend against third-party claims by providing documents and information. The Publisher shall notify the Customer if any such third-party claims are asserted.
12. Warranty and liability
12.1. Within the framework of foreseeable requirements, the Publisher warrants the best possible reproduction of the advertisement consistent with customary technical standards in each case. The warranty shall be limited to technical defects which the Customer is aware that based on the current state of the art technology it is not possible to reproduce an advertisement that is completely free of defects. The right of withdrawal pursuant to sentence 1 is not deemed defective where the defect is caused:
- by use of unsuitable display software or hardware (e.g. browsers) or other means of internet access;
- where the impairment in reproducing the advertisement does not

constitute a defect; or
- by computer failure due to system or network failure; or
- by incomplete offers and/or offers not updated and stored on proxy servers or on the local cache; or
- by failure of the Publisher's ad server, the duration of which may not exceed 24 hours (continuous or in the aggregate) over a 30-day period for the overall duration of the advertising campaign and insertion. 12.2. The warranty shall not include disruptions arising from computer defects or interruptions on the Customer's or end of the contractual relationship.
12.3. If the Publisher's ad server goes down for a substantial period of time (more than 10% of the booked period) during which the Customer is unable to book advertising, the Publisher and the Publisher shall endeavour to make good the underdelivery at a later time or extend the period of the insertion, provided this does not result in conflict with the Customer's advertising objectives. If the insertion period falls, the Customer shall be excused from its payment obligations for the underdelivery or for an average of the media services in the reporting period for which the claim is excluded.
12.4. If at the end of the publication period actual delivery has not reached the level of the media services ordered by the Publisher, the Customer shall have the option to convert the Purchase Order into a new order for the rate card. The Customer must notify the Publisher thereof in text form within ten days. To the extent the advertisement is delivered via the Publisher's servers, notification of the Customer must be made in text form. A notice period shall commence in a given case when the notification of the media services is sent to the Customer. If upon conclusion of a campaign the overall ARL figures are not reached, the Customer's delivery by more than 10% and this is due to technical or human error on the part of the Publisher, then the Customer's data shall apply.
12.6. If the Publisher is at fault for insufficient reproduction quality of the advertisement, the Customer may claim a reduction in the contract price or in the ARL. If the Customer is unable to claim a reduction to the extent of the impairment. If extending the publishing period or publishing a replacement advertisement results in an underdelivery, the Customer may claim a reduction in the contract price or may request the contract with respect to the portion of the media service not yet

performed; any right of rescission is otherwise excluded. 12.7. The Publisher shall not bear the risk of data loss during transfer thereof outside the scope of the contract. The Customer may, at any warranty and/or liability for data security. Risk shall pass upon receipt of the advertisement on one of the Publisher's servers.
12.8. If the advertisement is not delivered by the Publisher but is delivered via a third-party server (redirects) and the Customer, as described in section 11.2, provides information to the Publisher by sending the advertisement URL on the Customer's or a third-party server, then the Publisher assumes no warranty and no liability for the delivery of the advertisement for any other risks arising therefrom, such as for the defect-free delivery and quality of the advertisement and data security.
12.9. The substitution shall be subject to server disruptions or defects as soon as possible and shall endeavour to eliminate immaterial impairments within a reasonable period.
12.10. The third party is not obliged to verify the accuracy, completeness or quality of the advertisements or the content thereof or whether they are up-to-date, serious and/or error free and assumes no express or implied warranty or liability therefor.
12.11. The Publisher shall be liable for compensatory damages only. In cases of willful or grossly negligent conduct or the lack of a warranted quality:
- in all other cases involving the breach of a material contractual obligation, default or impossibility of performance, the Publisher shall be liable for reasonably foreseeable damage, but not for any special accidental damage or indirect or consequential damage. As against merchants, liability shall in any case be limited to ordinary and gross negligence and, in the case of its vicarious agents who are not legal representatives or executive employees, to willful conduct for reasonable damage.
12.12. To the extent a material contractual obligation within the aforementioned meaning was negligently breached, the Publisher's liability shall be limited to the extent that the Customer or would have received for inserting the respective advertisement.
12.13. The foregoing shall not affect liability for damage caused by the Customer to third parties under the German Product Liability Act (ProduktHaftungsgesetz).
12.14. The Customer may not base any of its damages claims on defects unless the Publisher was at fault for such defects pursuant to 12.7, 8, 278 BGB.

of willful or grossly negligent conduct. In the case of willful or grossly negligent conduct, the liability, interrupts or any delay, deletion or excess transmission upon communication.
12.15. Section 12.14 shall not apply in cases and jurisdictions which prohibit the exclusion or limitation of liability for consequential or accidental damage.
12.16. The Customer shall be liable for any and all consequences and adverse effects the Publisher suffers due to abuse or unlawful use of the advertisement on the part of the Customer or any of its other obligations under these Standard Terms and Conditions.
12.17. The above sections also apply to representatives of the Publisher's subcontractors or intercompany relationship as well as to their vicarious agents.
12.18. To the extent the Publisher is obliged to pay damages, it shall be liable to the extent of its assets. If the Customer has had the contract not been concluded (reliance damages); damages for non-performance are excluded.
12.19. In conflict with the provisions in operations or events of force majeure, unlawful labour disputes, unlawful collective action, traffic disturbances, general shortages of raw materials or energy etc., be it technical or human in nature, the Publisher shall be relieved of its obligations in the performance of its obligations, the Publisher has a claim to full payment for the published advertisements.
12.20. In the case of reciprocal commercial transactions, the Customer shall inspect the inserted advertisement promptly following the first insertion and give notice of any defects by the end of the order. The notice period in the case of such commercial transactions shall be deemed to be the time of insertion in the case of patent defects, and in the case of latent defects upon their discovery. The Customer fails to give notice of defects, the insertion of the advertisement shall be deemed approved.
13. Fees, rate card and targeting criteria
14. The fee for the Publisher's services shall generally be determined based on the rate card applicable on the date of publication which is published online.
14.2. The rates quoted are net of statutory VAT.
14.3. Advertising agencies and other advertising brokers shall adopt the Publisher's rate cards in their quotes, contracts and invoices with the same effect.
14.4. Targeting criteria (intended by advertising medium) shall be summarised in an overview. For each targeting criterion, the CPM (cost per thousand impressions) shall be given. The CPM will be used in each case, provided no separate CPMs for targeting campaigns are provided.
15. Discounts
15.1. Discounts shall be granted purely on the publication of the advertisement. Special conditions apply to the discount. In the case of the advertisement, an explicit mention, 15.2. Based on the Publisher's rate card, revenue-based discounts on „revenue“, the

Our General Terms and Conditions are available here: english.dfv.de/service/generalterms

* Advertising in breach of an advertising ban is prohibited by law or other official provisions, in particular where the advertisement is equivalent to the agreed fee.

*) Unlawful under certain circumstances, in particular where the advertisement is equivalent to the agreed fee.

LZ MEDIEN NATIONAL

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KEY ACCOUNT DIRECTORS

Your direct contacts for your region

Nielsen 1 South and Nielsen 2 East

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Phone +49 69 7595 1765
gkaidatzi@lebensmittelzeitung.net

Nielsen 1 North and Northern Lower Saxony, Nielsen 5 (Berlin)

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krug@lebensmittelzeitung.net

Nielsen 2 West

Ernst-Ludwig Schneider
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Nielsen 3a + 3b

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Nielsen 4

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Nielsen 6 + 7, Nonfood

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